



Tourism & Events
7506 E. Indian School Rd.
Scottsdale, AZ 85251
480-312-4013
www.scottsdaleaz.gov

**To: David Scholefield, Chairman
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: February 17, 2015

Subject: FY2015/16 Destination Marketing Program Preliminary Objectives

The TDC is requested to identify the areas and activities that they would like to see addressed in the SCVB's FY2015/16 Destination Marketing Plan.

The City's Financial Services Department is currently estimating the total FY2015/16 bed tax revenue to be \$16,491,000 of which an estimated \$8,245,500 will be available for destination marketing. Additional funds may also be available if FY2014/15 bed tax funds exceed current fiscal year bed tax estimates. City Council will need to approve the proposed FY2015/16 destination marketing program, as well as contract budget.

As years prior, the general direction and major activities are intentionally broad to allow development of specific activities in support of each major activity to be undertaken by the SCVB.

The TDC is being asked to examine each element of the preliminary objectives, the relative priorities, and whether changes in program objectives are warranted.

Scottsdale's overall Destination Marketing program objectives and activity areas are:

- ***Marketing***
Position and brand Scottsdale as an upscale leisure and meeting destination through the use of advertising, high end collateral and publications, online and email outreach, social media, event marketing and sponsorships.
- ***Communications***
Position Scottsdale as a premiere travel and meeting destination by generating positive publicity through ongoing public and media relations and working to build awareness for Scottsdale's tourism industry.

- **Convention Sales and Services**
Create meeting demand for Scottsdale properties by providing destination education to meeting planners and assist with securing space and services for meeting and incentive programs.
- **Tourism**
Promote and provide destination education to travel agents and tour operators to capture the Scottsdale experience for their clients and to ensure that Scottsdale stand out as a unique destination in tour operator product inventory throughout the world.

Additional point to consider related to overall destination marketing program include the objectives and strategies outlined in the Tourism Development and Marketing Strategic Plan and how those objectives will be incorporated it the FY2015/16 destination marketing program.

A tentative review of the proposed 2015/16 Destination Marketing Plan and budget allocation is scheduled for the April 21, 2015 TDC Meeting, with additional milestones as follows:

Review of Objectives by SCVB Executive Committee	February 12 th
Discussion by TDC of SCVB Preliminary Objectives & Priorities	February 17 th
TDC Discussion and Input of Destination Marketing Plan & Contractual Performance Measures	April 21 st
Review and Approval by SCVB Board	April 23 rd
TDC Discussion and Approval of Destination Marketing Plan & Contractual Performance Measures	May 19 th
Council Action (Tentative)	June 2015